



SENATOR THE HON RICHARD COLBECK

Senator for Tasmania

Minister for Tourism and International Education

Minister Assisting the Minister for Trade and Investment

M E D I A R E L E A S E

27 September, 2015

Plenty to Celebrate on World Tourism Day

Senator Richard Colbeck, Minister for Tourism and International Education, said today's celebration of 'World Tourism Day' is an opportunity to reflect on the importance of Australia's world class tourism industry.

"Tourism is a great strength for Australia and we should be incredibly proud of our diverse and world class tourist offering," Minister Colbeck said.

"Our tourism industry generates around \$100 billion of consumption a year and provides direct and indirect employment for one million Australians in more than 270,000 businesses.

"It's also makes an important contribution to the economy in regional and rural areas, with 45 per cent (\$42.7 billion) of tourism expenditure being spent in regional Australia last year."

Minister Colbeck said the Coalition is focussed on embracing opportunities and continuing to grow the Australian tourism market.

"I am looking forward to working with the tourism industry to shape it for the future and ensure our international reputation for providing a high quality tourism experience is maintained," he said.

World Tourism Day 2015 is celebrated on September 27. This year's theme is "One Billion Tourists, One Billion Opportunities" and aims to start conversations about the important impact that tourism has on communities around the world.